



Self-Assessment Report

for Jane Doe

June 19, 2025 at 1:18:44 PM

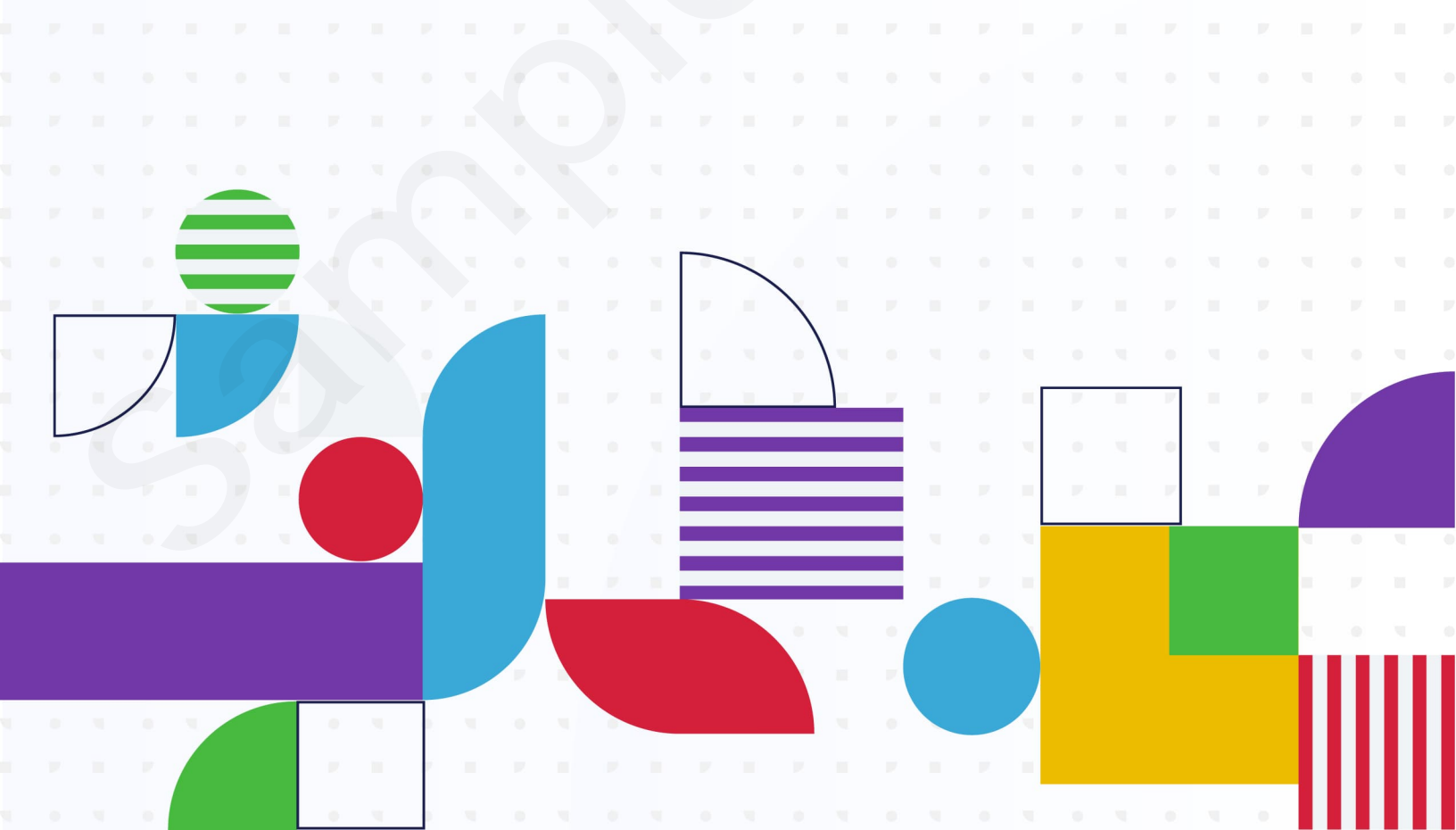


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Introduction

Dear Jane,

Welcome to your personalized report based on the Big 5 of Strategy: a comprehensive competency framework that defines the core strategic capabilities essential for thriving in today's and tomorrow's dynamic business environment.

How to Read This Report

This report is designed to serve as both a diagnostic tool and a roadmap for your strategic development. It has seven parts, each offering valuable insights into different facets of your strategic profile:

- 1. Your Big 5 of Strategy Summary**

Skim the highlights of your Big 5 of Strategy competency profile before you read the rest of the report to develop quick insight into where you stand.

- 2. Understanding the Big 5 of Strategy**

Get a quick overview of the Big 5 of Strategy framework, so that you understand what it means, and see how the various elements of the report fit together.

- 3. Your Strategy Persona**

Discover your dominant strategic style, your unique Strategy Persona and understand the strategic approach that most naturally characterizes your behavior.

- 4. Your Big 5 of Strategy Profile**

Obtain a holistic view of your strategic strengths and areas for development. It breaks down your performance across five core competencies: The Big 5 of Strategy.

- 5. Your Full Strategy Competency Profile**

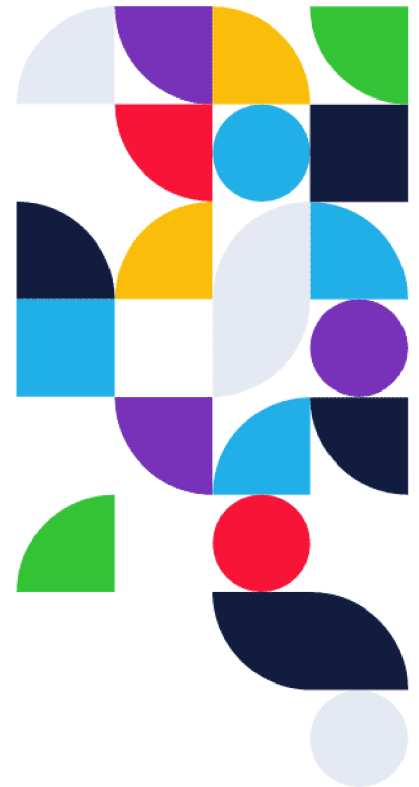
Take a deep dive for a more granular analysis, this section dives into the details. It examines your performance across 20 underlying competencies.

- 6. From Insight to Action**

Translate insights into action. Here you will find recommendations and actionable steps to guide your strategic development and growth.

- 7. Join the Journey**

Connect the Big 5 of Strategy to the bigger picture. Contains tips and suggestions for how to be part of a growing movement and can help make it bigger.



As you work through this report, we encourage you to reflect on the insights provided and consider how they align with your personal and professional goals. The Big 5 of Strategy is not just a static assessment. It is a dynamic tool to help you navigate complexity, innovate, and realize your full strategic potential.

1. Your Big 5 of Strategy Summary

To get a quick understanding of your scores, here's a one-page summary of your personal Big 5 of Strategy. Have a look and then take a deep dive to explore your strategic competencies in detail in the rest of the report!

Your Strategy Persona



Your Main Strength

● Wolf - Move the System

A Move-oriented individual excels at reading the emotional side of a situation, rallying people around changes, and doing so with a strong commitment to ethical values.

Your Main Weakness

● Horse - Deliver the Results

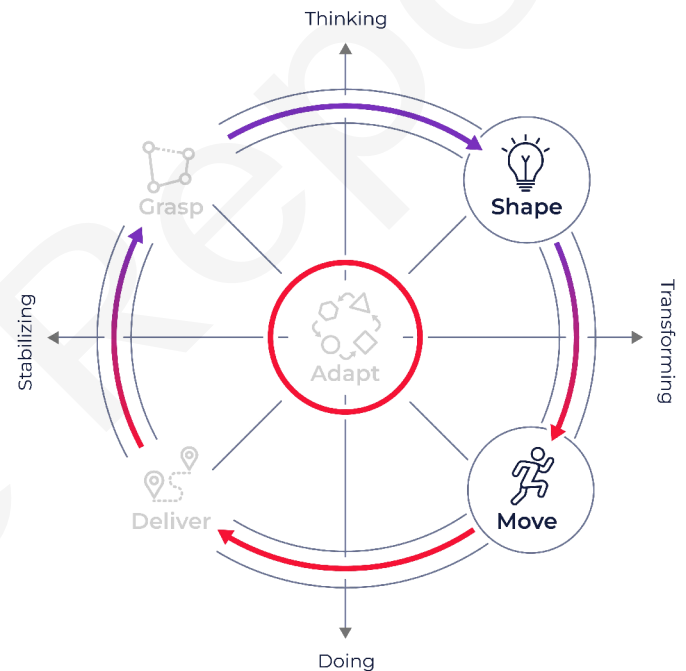
If Deliver is your main weakness, you may struggle with bridging the gap between ideas and actions and ensuring that plans are systematically implemented.

Your Strategy Competencies Ranked

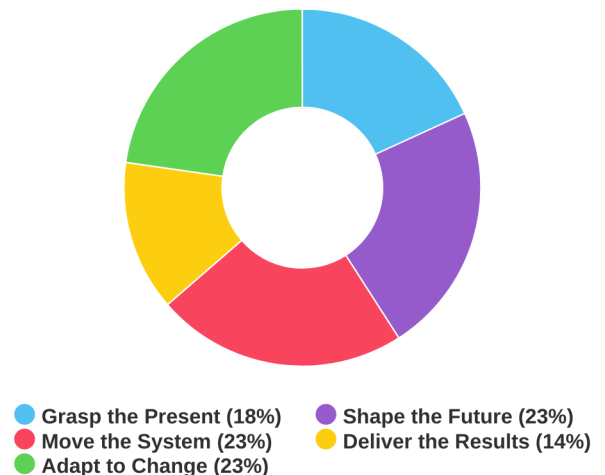
- Wolf - Move the System
- Elephant - Shape the Future
- Octopus - Adapt to Change
- Eagle - Grasp the Present
- Horse - Deliver the Results

Your Dual Strength

You combine the strengths of an **Elephant** and a **Wolf**



Your Big 5 of Strategy Profile

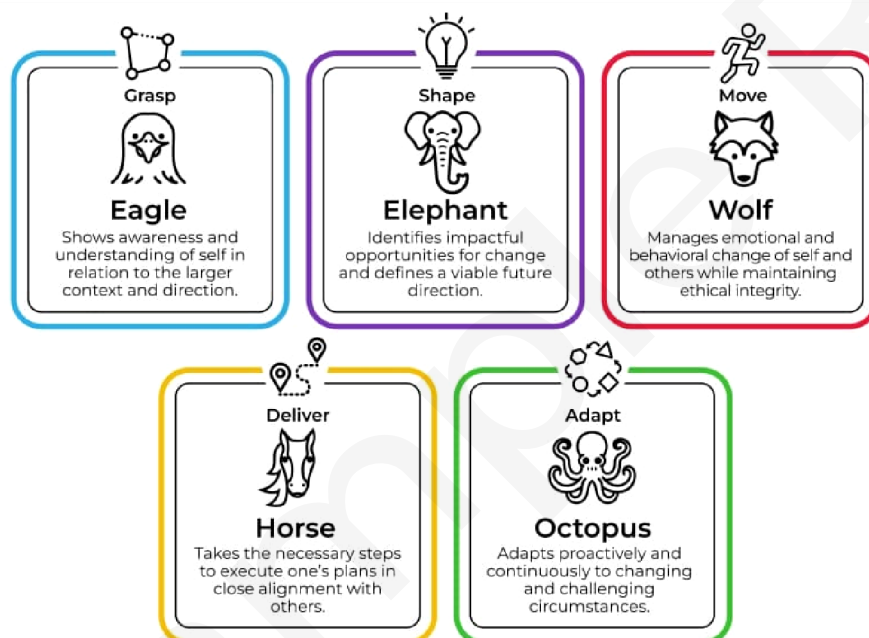


2. Understanding the Big 5 of Strategy

The Big 5 of Strategy competency framework has three levels of depth. First, it contains your **Strategy Persona**, your core strength along the five competencies. Second, it describes your **Strategy Profile** across all five competencies. And finally, there's a **Full Competency Profile**, taking a deep dive into the 20 underlying competencies.

The Big 5 Personas

To bring the Big 5 of Strategy to life, each competency is symbolized by an animal avatar, a "Strategy Persona". These personas capture the essence of the competency, offering a memorable way to visualize and internalize each strategic skill set.



Eagle → Grasp the Present

Eagles have sharp perception and a broad perspective. They see the big picture while remaining aware of critical details. This viewpoint enables you to understand how personal strengths and your environment interconnect.

Elephant → Shape the Future

Elephants possess strategic vision and long-range thinking. They spot impactful opportunities for change and define a compelling future, while challenging the status quo with forward-thinking innovation.

Octopus → Adapt to Change

Octopuses are masters of flexibility, adaptability, and ingenuity. They excel at responding to shifting circumstances, leveraging creativity, and resourcefulness, keeping them agile in uncertain environments.

Wolf → Move the System

Wolves thrive in packs, relying on strong social structures and coordinated effort. They demonstrate loyalty and a deep understanding of group dynamics, which are essential elements of moving oneself and others forward.

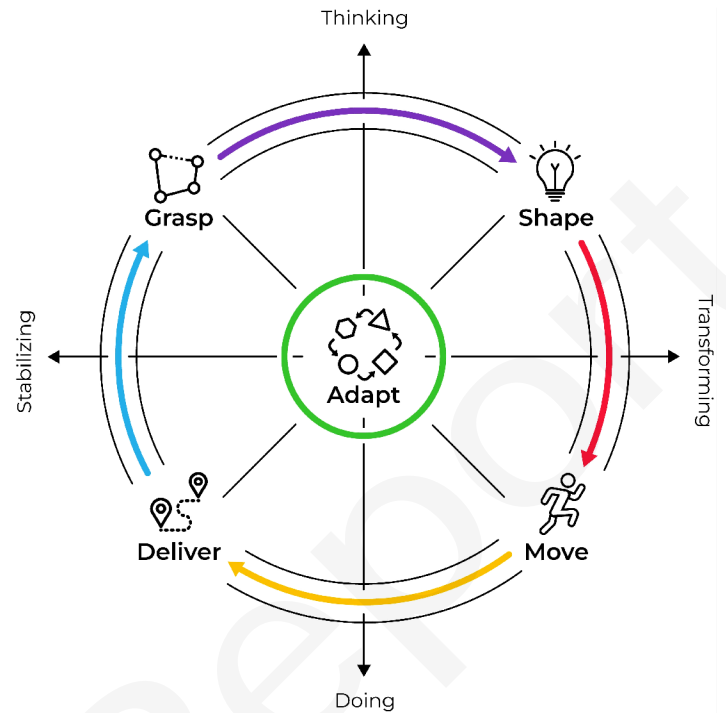
Horse → Deliver the Results

Horses have strength, endurance, and reliability. They have a tireless work ethic and ability to maintain steady progress, giving them the discipline needed to execute plans in close alignment with others.

The Big 5 of Strategy Competencies

The Big 5 of Strategy are five core competencies that shape how you deal with complexity and lead with impact:

1. **Grasp the Present** (Eagle) emphasizes situational awareness, combining an understanding of personal strengths and limitations with the larger context.
2. **Shape the Future** (Elephant) involves spotting impactful opportunities for change and defining a compelling future, ensuring to remain forward-thinking and innovative.
3. **Move the System** (Wolf) addresses the emotional and behavioral dimensions of guiding both oneself and others through change, grounded in ethical integrity.
4. **Deliver the Results** (Horse) focuses on turning plans into reality, aligning actions with stakeholders' needs, and planning and monitoring execution effectively.
5. **Adapt to Change** (Octopus) highlights the importance of agility, continually adjusting and evolving to meet new challenges in a dynamic environment.



The Dimensions of the Big 5 of Strategy Framework

The Big 5 of Strategy framework is structured along three key dimensions that clarify and differentiate the range of strategic competencies essential for effective leadership and decision-making.

Thinking vs. Doing

The vertical dimension distinguishes between competencies that are conceptual and reflective versus those that are action-oriented and operational. On the Thinking side, the focus is on understanding complexity and envisioning possibilities. On the Doing side, the emphasis shifts to execution: translating insights into action.

Stabilizing vs. Transforming

The horizontal dimension contrasts competencies focused on maintaining stability and control with those driving innovation and change. Stabilizing competencies are grounded in current structures, ensuring consistency and reliability. Transforming competencies are future-oriented and change-driven.

Adaptability

Sustained strategic effectiveness requires continuous learning, evolution, and renewal, which is reflected in the framework's third dimension: adaptability. It is essential because strategy is dynamic, and people and organizations must constantly adapt to stay in sync with their changing environment.

Linking the Five Competencies to the Dimensions

- **Grasp** sits in the upper-left quadrant (Thinking, Stabilizing). It represents the ability to deeply understand current contexts, systems, and environments, providing clarity and a solid foundation for sound strategic decisions.
- **Shape** occupies the upper-right quadrant (Thinking, Transforming). It embodies visionary thinking, spotting opportunities for impactful change and defining bold future directions.
- **Move** is placed in the lower-right quadrant (Doing, Transforming). It focuses on driving behavioral and emotional change, mobilizing people, and leading dynamic transformation through action.
- **Deliver** is located in the lower-left quadrant (Doing, Stabilizing). It emphasizes disciplined execution, ensuring that plans are implemented efficiently and that operational stability supports strategic outcomes.
- **Adapt** sits at the center of the framework, integrating both dimensions and reflecting the third dimension (Adaptability). It involves the ability to adjust, respond, and evolve as circumstances demand.

5. Your Full Strategy Competency Profile

What's Inside: This chapter delves into the 20 underlying competencies that make up the Big 5. You'll see detailed feedback about strengths you can leverage immediately, along with competencies where improvement could have a high impact.

Why It Matters: Each competency represents a specific aspect of strategic leadership. By understanding how you score on these finer elements, you can craft targeted development goals and strategies.

Introduction to Your Full Strategy Competency Profile

In this chapter, each core competency is broken down into four specific competencies. This detailed analysis provides you with a nuanced understanding of your strengths and weaknesses. By understanding these 20 competencies in detail, you can better align your personal and professional development efforts with the demands of today's dynamic environments.

In the chart below your scores are ranked from 1 to 20, with your Top 5 Strengths clearly highlighted. To take a deeper dive, on the 10 following pages, you find detailed information on your 5 Core Strengths and your 5 Core Development Areas.

Grasp the Present	Shape the Future	Move the System	Deliver the Results	Adapt to Change
18 Reflective Awareness	1 Driving Purpose	11 Emotional Awareness	16 Action Planning	4 Resource Versatility
8 Stakeholder Insight	2 Bold Thinking	12 Behavioral Change	19 Means Allocation	5 Goal Flexibility
9 Systems Thinking	6 Complex Decision-Making	7 Stakeholder Mobilization	13 Stakeholder Alignment	14 Adaptive Resilience
10 Dynamic Foresight	15 Idea Structuring	3 Ethical Grit	20 Progress Control	17 Proactive Learning

Take some time to look carefully at this chart. What does it tell you? For example, are all your strengths mainly concentrated in one or two of the five core competencies? Or are they dispersed over all five? And what about your key development areas?

● Core Strength: Bold Thinking

Bold Thinking is the ability to think beyond established norms, challenge assumptions, and envision possibilities that others might hesitate to consider. It involves the courage to break from convention, pursue original ideas, and advocate for transformative directions—even in the face of resistance or uncertainty.

What It Means to Excel at Bold Thinking

People who excel at Bold Thinking:

- Question accepted wisdom and push the boundaries of conventional logic
- Envision opportunities where others see limitations or risk
- Bring creative, sometimes unconventional solutions to complex problems
- Help others see the bigger or more daring picture
- Are willing to take intellectual or emotional risks in service of a better path forward

How It Shows Up in Practice

When Bold Thinking is a core strength, you likely demonstrate:

- **Challenge orientation:** You're not satisfied with doing things the way they've always been done. You look for gaps, inefficiencies, or outdated assumptions, and call them out.
- **Visionary framing:** You help others imagine futures that feel ambitious, exciting, and just within reach, thereby stretching comfort zones in productive ways.
- **Original insight:** You spot opportunities that others overlook and offer ideas that shift the conversation forward.
- **Risk tolerance:** You're willing to propose or support bold moves even when the path is unclear, thereby trusting the value of acting on conviction.

Tips for Further Leveraging This Strength

To make even more of your Bold Thinking:

1. **Back boldness with insight.** Pair visionary thinking with grounded reasoning so that others see your ideas as credible, not just creative.
2. **Stretch others gently.** Introduce unconventional ideas with empathy, helping teams warm up to risk without overwhelming them.
3. **Build on resistance.** Treat pushback as a sign of relevance and use it to sharpen your thinking and make bold ideas more persuasive.
4. **Balance with feasibility.** Boldness thrives when it's paired with some path to action. Think big, but build bridges to execution.

7. Join the Journey

What's Inside: This final chapter outlines what you can do to help others and share the message.

Why It Matters: Building individual strategy competency is essential in all parts of the world. The more people join the journey, the more effective and impactful they, and the organizations they work with, can be.

What the Big 5 of Strategy Is

The Big 5 of Strategy is more than an assessment. It's a comprehensive framework to help you think strategically, act intentionally, and grow consciously. It's grounded in research, shaped by practice, and designed for a world that won't stop changing. At its core, the Big 5 framework helps you:

- **Understand your strategic self**—how you grasp reality, shape vision, lead change, deliver results, and adapt.
- **Grow your strategic power**—by strengthening your core competencies and aligning your actions with purpose.
- **Build high-performing teams**—through shared language, complementary strengths, and aligned vision.
- **Navigate complexity with clarity**—through reflective awareness, ethical decision-making, and agile execution.

With this report in hand, you now have a mirror, a map, and a momentum-builder.

Join the Movement: Make the World More Strategic

We're on a mission to help humanity get more strategic. We believe strategy belongs to everyone, not just executives or consultants. It should live in conversations, behaviors, decisions. And in you. If this resonates with you, here are five ways to take the next step:

What You Can Do With It

1. Use the report for self-reflection and self-coaching.
2. Create a personal development plan aligned with your career path or leadership goals.
3. Engage in team-based strategy conversations using the shared language of the Big 5.
4. Encourage your team members to complete the assessment, then discuss your results together to explore how your personas and competencies complement each other.
5. Apply the insights in coaching, mentoring, and leadership development.
6. Embed strategy as a daily habit, not just a quarterly exercise.

Step 1.

Share Your Persona Or Dual Strength Image

We've created visual resources, Your **Strategy Persona** and Your **Dual Strength Image**, which you can post online to let others know your strategic style: whether you're an Eagle, Elephant, Wolf, Horse, or Octopus, and which combination thereof. Sharing this:

- Sparks curiosity
- Inspires others to explore theirs
- Starts conversations about strategy that matter

Tag it with #Big5ofStrategy and invite others to take the assessment too.

Step 2.

Sign and Share the Strategy Manifesto

We've redefined strategy for a world in motion. The **Strategy Manifesto** outlines the 10 shifts needed to bring strategy to life in today's reality. For example:

- From linear planning to adaptive experimentation
- From top-down directives to distributed strategic ownership
- From static documents to living, breathing practices

You can sign the manifesto and share it with your network at www.strategy.inc/manifesto.

Step 3.

Role Model What You Want to See

The best way to inspire change is to **embody** it. Use your report to become:

- A more self-aware strategist
- A more purposeful leader
- A more resilient thinker

Nothing speaks louder than a person who lives strategy with integrity, clarity, and vision.

Step 4.

Work with a Certified Big 5 of Strategy Coach

If you want to go further and faster, **work with a certified coach** who understands the model inside-out. They can:

- Help you unpack your results in deeper ways
- Support your personal development goals
- Challenge and champion your growth as a strategist

This is especially powerful during transitions, promotions, or team challenges.

Step 5.

Become a Certified Big 5 of Strategy Coach

Ready to guide others? You can **become part of a growing global network of certified coaches**. This pathway is ideal for:

- Coaches
- Trainers
- Leadership consultants
- Organizational developers

You'll learn how to interpret the framework, lead assessments, and coach individuals and teams toward strategic transformation.

Check our coach certification program on www.big5ofstrategy.com for more information on how to get certified and join the movement as a strategic development leader.

Final Words: Let Strategy Become a Way of Life

"Strategy is not a document. It's not a plan on a slide. It's a living force, powered by curiosity, adaptability, and purpose."

— From The Strategy Manifesto

Whether you're here to lead change, build alignment, or simply understand yourself better, you're now part of something bigger. Let this be more than a report. Let it be a turning point. Welcome to the movement.



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